

ORDER



Orders
Order / Rev: 723707
Alt Order #: 06386263
Product Desc: AMERICAN CROSSROADS
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	54	\$156,300.00	\$132,855.00
10/29/12	10/30/12	31	\$65,800.00	\$55,930.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$156,300.00	\$132,855.00	87.90
November 2012	31	\$65,800.00	\$55,930.00	45.50
Totals	85	\$222,100.00	\$188,785.00	133.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/26/12	10/26/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$4,000.00		2.80			
E 2	WUSA	10/26/12	10/26/12	Letterman Late Night with David Letterman	CM	1135P-1237A	----F--	:30	1	\$1,500.00	P-1	1.30	NM	1	\$1,500.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,500.00		1.30			
E 3	WUSA	10/26/12	10/26/12	Price Is Right The Price is Right	CM	11a-12p	----F--	:30	1	\$2,500.00	P-1	1.90	NM	1	\$2,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,500.00		1.90			
E 4	WUSA	10/26/12	10/26/12	Late Late Show Late Late Show	CM	1237-137AM	----F--	:30	1	\$450.00	P-2	0.50	NM	1	\$450.00
CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$450.00		0.50			
E 5	WUSA	10/26/12	10/26/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: American Crossroads
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 Estimate: 1257
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	10/26/12	10/26/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		2.30						
E 6	WUSA	10/26/12	10/26/12	4-5p Dr. Phil	CM	4-5p	----F--	:30	1	\$1,200.00	P-1	1.10	NM	1	\$1,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,200.00		1.10						
E 7	WUSA	10/26/12	10/26/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	----F--	:30	1	\$300.00	P-2	0.30	NM	1	\$300.00
9 NEWS NOW @ 430AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$300.00		0.30						
E 8	WUSA	10/26/12	10/26/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	----F--	:30	1	\$800.00	P-1	0.70	NM	1	\$800.00
9 NEWS NOW @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$800.00		0.70						
E 9	WUSA	10/26/12	10/26/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$1,000.00	P-2	1.30	NM	1	\$1,000.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,000.00		1.30						
E 10	WUSA	10/26/12	10/26/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	:30	1	\$2,000.00	P-1	1.50	NM	1	\$2,000.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,000.00		1.50						
E 11	WUSA	10/26/12	10/26/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$850.00	P-1	1.00	NM	1	\$850.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$850.00		1.00						
E 12	WUSA	10/26/12	10/26/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	:30	1	\$2,500.00	P-1	1.20	NM	1	\$2,500.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$2,500.00		1.20						
E 13	WUSA	10/26/12	10/26/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$400.00		0.70						
E 14	WUSA	10/26/12	10/26/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	----F--	:30	1	\$3,000.00	P-1	2.10	NM	1	\$3,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$3,000.00		2.10						
E 15	WUSA	10/26/12	10/26/12	9-10a Inside Edition/Insider	CM	9-10a	----F--	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$400.00		0.70						
E 16	WUSA	10/26/12	10/26/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$8,000.00	P-1	3.80	NM	1	\$8,000.00
MADE IN JERSEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$8,000.00		3.80						
E 17	WUSA	10/29/12	10/29/12		CM	M-Su 11-1135p	M-----	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00

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Advertiser: American Crossroads
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 Estimate: 1257

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				9 News @ 11p											
				9 News @ 11p											
				9 NEWS NOW @ 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$4,000.00		2.80			
E 18	WUSA	10/29/12	10/29/12	Letterman	CM	1135P-1237A	M-----	:30	1	\$1,500.00	P-1	1.30	NM	1	\$1,500.00
				Late Night with David Letterman											
				DAVID LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$1,500.00		1.30			
E 19	WUSA	10/29/12	10/29/12	Price Is Right	CM	11a-12p	M-----	:30	1	\$2,500.00	P-1	1.90	NM	1	\$2,500.00
				The Price is Right											
				PRICE IS RIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$2,500.00		1.90			
E 20	WUSA	10/29/12	10/29/12	Late Late Show	CM	1237-137AM	M-----	:30	1	\$450.00	P-2	0.50	NM	1	\$450.00
				Late Late Show											
				CRAIG FERGUSON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$450.00		0.50			
E 21	WUSA	10/29/12	10/29/12	9 News @ Noon	CM	12-1230P	M-----	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
				9 News @ Noon											
				9 NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$2,000.00		2.30			
E 22	WUSA	10/29/12	10/29/12	4-5p	CM	4-5p	M-----	:30	1	\$1,200.00	P-1	1.10	NM	1	\$1,200.00
				Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$1,200.00		1.10			
E 23	WUSA	10/29/12	10/29/12	430-5a 9 News Now	CM	M-F 430-5a	M-----	:30	1	\$300.00	P-2	0.30	NM	1	\$300.00
				9News Now @ 430a											
				9 NEWS NOW @ 430AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$300.00		0.30			
E 24	WUSA	10/29/12	10/29/12	5-6a 9 News @ 5a	CM	5-6a	M-----	:30	1	\$800.00	P-1	0.70	NM	1	\$800.00
				9News @ 5a											
				9 NEWS NOW @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$800.00		0.70			
E 25	WUSA	10/29/12	10/29/12	9 News @ 5p	CM	5-6p	M-----	:30	1	\$1,000.00	P-2	1.30	NM	1	\$1,000.00
				9 News @ 5p											
				9 NEWS AT 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$1,000.00		1.30			
E 26	WUSA	10/29/12	10/29/12	9 News @ 6p	CM	6-630p	M-----	:30	1	\$2,000.00	P-1	1.50	NM	1	\$2,000.00
				9 News @ 6p											
				9 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$2,000.00		1.50			
E 27	WUSA	10/29/12	10/29/12	6-7a 9 News @ 6a	CM	6-7a	M-----	:30	1	\$850.00	P-1	1.00	NM	1	\$850.00
				9News @ 6a											
				9 NEWS NOW @ 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$850.00		1.00			
E 28	WUSA	10/29/12	10/29/12	9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$2,500.00	P-1	1.20	NM	1	\$2,500.00
				9 News Tonight 7p											
				9 NEWS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	M-----						1	\$2,500.00		1.20			
E 29	WUSA	10/29/12	10/29/12		CM	7-9a	M-----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00

Advertiser:	American Crossroads
Product Desc:	AMERICAN CROSSROADS
Estimate:	1257

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning											
				CBS This Morning											
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$400.00		0.70			
E 30	WUSA	10/29/12	10/29/12	Entertainment Tonight	CM	730-8P	M-----	:30	1	\$3,000.00	P-1	2.10	NM	1	\$3,000.00
				Entertainment Tonight											
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$3,000.00		2.10			
E 31	WUSA	10/29/12	10/29/12	9-10a	CM	9-10a	M-----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
				Inside Edition/Insider											
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1				\$400.00		0.70			
E 32	WUSA	10/27/12	10/27/12	9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
				9 News @ 11p											
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$4,000.00		2.80			
E 33	WUSA	10/27/12	10/27/12	LF 1135p-1235a	CM	1135P-1235A	-----S-	:30	1	\$750.00	P-2	1.70	NM	1	\$750.00
				Criminal Minds											
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$750.00		1.70			
E 34	WUSA	10/27/12	10/27/12	LF 1235-135a	CM	1235a-135a	-----S-	:30	1	\$500.00	P-1	0.80	NM	1	\$500.00
				CSI-Miami											
CSI MIAMI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$500.00		0.80			
E 35	WUSA	10/27/12	10/27/12	8-10a Sa CBS This Morn	CM	8-10AM	-----S-	:30	1	\$350.00	P-2	1.30	NM	1	\$350.00
				CBS This Morning: Saturday											
CBS THIS MORNING SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$350.00		1.30			
E 36	WUSA	10/27/12	10/27/12	Sat Prime A	CM	8-9P	-----S-	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
				Crimetime Saturday											
CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$4,000.00		2.80			
E 37	WUSA	10/28/12	10/28/12	9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
				9 News @ 11p											
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$4,000.00		2.80			
E 38	WUSA	10/28/12	10/28/12	Sun Prime A	CM	7-8P	-----S	:30	1	\$50,000.00	P-1	9.10	NM	1	\$50,000.00
				60 Minutes											
60 MINUTES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$50,000.00		9.10			
E 39	WUSA	10/25/12	10/25/12	Thu Prime C	CM	10-11P	---T---	:30	1	\$16,000.00	P-1	4.60	NM	1	\$16,000.00
				Elementary											
ELEMENTARY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$16,000.00		4.60			
E 40	WUSA	10/25/12	10/25/12	9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
				9 News @ 11p											
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$4,000.00		2.80			
E 41	WUSA	10/25/12	10/25/12		CM	1135P-1237A	---T---	:30	1	\$1,500.00	P-1	1.30	NM	1	\$1,500.00

Order / Rev: 723707
 Alt Order #: 06386263
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Letterman Late Night with David Letterman															
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$1,500.00		1.30			
E 42	WUSA	10/25/12	10/25/12	Price Is Right The Price is Right	CM	11a-12p	---T---	:30	1	\$2,500.00	P-1	1.90	NM	1	\$2,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$2,500.00		1.90			
E 43	WUSA	10/25/12	10/25/12	Late Late Show Late Late Show	CM	1237-137AM	---T---	:30	1	\$450.00	P-2	0.50	NM	1	\$450.00
CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$450.00		0.50			
E 44	WUSA	10/25/12	10/25/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	---T---	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$2,000.00		2.30			
E 45	WUSA	10/25/12	10/25/12	4-5p Dr. Phil	CM	4-5p	---T---	:30	1	\$1,200.00	P-1	1.10	NM	1	\$1,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$1,200.00		1.10			
E 46	WUSA	10/25/12	10/25/12	430-5a 9 News Now 9News Now @ 430a	CM	M-F 430-5a	---T---	:30	1	\$300.00	P-2	0.30	NM	1	\$300.00
9 NEWS NOW @ 430AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$300.00		0.30			
E 47	WUSA	10/25/12	10/25/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---T---	:30	1	\$800.00	P-1	0.70	NM	1	\$800.00
9 NEWS NOW @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$800.00		0.70			
E 48	WUSA	10/25/12	10/25/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$1,000.00	P-2	1.30	NM	1	\$1,000.00
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$1,000.00		1.30			
E 49	WUSA	10/25/12	10/25/12	9 News @ 6p 9 News @ 6p	CM	6-630p	---T---	:30	1	\$2,000.00	P-1	1.50	NM	1	\$2,000.00
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$2,000.00		1.50			
E 50	WUSA	10/25/12	10/25/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$850.00	P-1	1.00	NM	1	\$850.00
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$850.00		1.00			
E 51	WUSA	10/25/12	10/25/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	---T---	:30	1	\$2,500.00	P-1	1.20	NM	1	\$2,500.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$2,500.00		1.20			
E 52	WUSA	10/25/12	10/25/12	CBS This Morning CBS This Morning	CM	7-9a	---T---	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1				\$400.00		0.70			
E 53	WUSA	10/25/12	10/25/12		CM	730-8P	---T---	:30	1	\$3,000.00	P-1	2.10	NM	1	\$3,000.00

Order / Rev: 723707
 Alt Order #: 06386263
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Entertainment Tonight															
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$3,000.00		2.10			
E 54	WUSA	10/25/12	10/25/12	9-10a	CM	9-10a	---T---	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
Inside Edition/Insider															
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$400.00		0.70			
E 55	WUSA	10/30/12	10/30/12	9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
9 News @ 11p															
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$4,000.00		2.80			
E 56	WUSA	10/30/12	10/30/12	Letterman	CM	1135P-1237A	-T-----	:30	1	\$1,500.00	P-1	1.30	NM	1	\$1,500.00
Late Night with David Letterman															
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,500.00		1.30			
E 57	WUSA	10/30/12	10/30/12	Price Is Right	CM	11a-12p	-T-----	:30	1	\$2,500.00	P-1	1.90	NM	1	\$2,500.00
The Price is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,500.00		1.90			
E 58	WUSA	10/30/12	10/30/12	Late Late Show	CM	1237-137AM	-T-----	:30	1	\$450.00	P-2	0.50	NM	1	\$450.00
Late Late Show															
CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$450.00		0.50			
E 59	WUSA	10/30/12	10/30/12	9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
9 News @ Noon															
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,000.00		2.30			
E 60	WUSA	10/30/12	10/30/12	4-5p	CM	4-5p	-T-----	:30	1	\$1,200.00	P-1	1.10	NM	1	\$1,200.00
Dr. Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,200.00		1.10			
E 61	WUSA	10/30/12	10/30/12	430-5a 9 News Now	CM	M-F 430-5a	-T-----	:30	1	\$300.00	P-2	0.30	NM	1	\$300.00
9News Now @ 430a															
9 NEWS NOW @ 430AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$300.00		0.30			
E 62	WUSA	10/30/12	10/30/12	5-6a 9 News @ 5a	CM	5-6a	-T-----	:30	1	\$800.00	P-1	0.70	NM	1	\$800.00
9News @ 5a															
9 NEWS NOW @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$800.00		0.70			
E 63	WUSA	10/30/12	10/30/12	9 News @ 5p	CM	5-6p	-T-----	:30	1	\$1,000.00	P-2	1.30	NM	1	\$1,000.00
9 News @ 5p															
9 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,000.00		1.30			
E 64	WUSA	10/30/12	10/30/12	9 News @ 6p	CM	6-630p	-T-----	:30	1	\$2,000.00	P-1	1.50	NM	1	\$2,000.00
9 News @ 6p															
9 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,000.00		1.50			
E 65	WUSA	10/30/12	10/30/12		CM	6-7a	-T-----	:30	1	\$850.00	P-1	1.00	NM	1	\$850.00

Order / Rev: 723707
 Alt Order #: 06386263
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6-7a 9 News @ 6a 9News @ 6a															
9 NEWS NOW @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$850.00		1.00			
E 66	WUSA	10/30/12	10/30/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-T-----	:30	1	\$2,500.00	P-1	1.20	NM	1	\$2,500.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$2,500.00		1.20			
E 67	WUSA	10/30/12	10/30/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$400.00		0.70			
E 68	WUSA	10/30/12	10/30/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-T-----	:30	1	\$3,000.00	P-1	2.10	NM	1	\$3,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$3,000.00		2.10			
E 69	WUSA	10/30/12	10/30/12	9-10a Inside Edition/Insider	CM	9-10a	-T-----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
INSIDE EDITION/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$400.00		0.70			
E 70	WUSA	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$20,000.00	P-1	6.70	NM	1	\$20,000.00
NCIS:LOS ANGELES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----					1	\$20,000.00		6.70			
E 71	WUSA	10/24/12	10/24/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$4,000.00	P-1	2.80	NM	1	\$4,000.00
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$4,000.00		2.80			
E 72	WUSA	10/24/12	10/24/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--W----	:30	1	\$1,500.00	P-1	1.30	NM	1	\$1,500.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$1,500.00		1.30			
E 73	WUSA	10/24/12	10/24/12	Price Is Right The Price is Right	CM	11a-12p	--W----	:30	1	\$2,500.00	P-1	1.90	NM	1	\$2,500.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$2,500.00		1.90			
E 74	WUSA	10/24/12	10/24/12	Late Late Show Late Late Show	CM	1237-137AM	--W----	:30	1	\$450.00	P-2	0.50	NM	1	\$450.00
CRAIG FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$450.00		0.50			
E 75	WUSA	10/24/12	10/24/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W----	:30	1	\$2,000.00	P-1	2.30	NM	1	\$2,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$2,000.00		2.30			
E 76	WUSA	10/24/12	10/24/12	4-5p Dr. Phil	CM	4-5p	--W----	:30	1	\$1,200.00	P-1	1.10	NM	1	\$1,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	--W----					1	\$1,200.00		1.10			
E 77	WUSA	10/24/12	10/24/12		CM	M-F 430-5a	--W----	:30	1	\$300.00	P-2	0.30	NM	1	\$300.00

Order / Rev: 723707
 Alt Order #: 06386263
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1257

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				430-5a 9 News Now											
				9News Now @ 430a											
				9 NEWS NOW @ 430AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$300.00		0.30			
E 78	WUSA	10/24/12	10/24/12	5-6a 9 News @ 5a	CM	5-6a	--W----	:30	1	\$800.00	P-1	0.70	NM	1	\$800.00
				9News @ 5a											
				9 NEWS NOW @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$800.00		0.70			
E 79	WUSA	10/24/12	10/24/12	9 News @ 5p	CM	5-6p	--W----	:30	1	\$1,000.00	P-2	1.30	NM	1	\$1,000.00
				9 News @ 5p											
				9 NEWS AT 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$1,000.00		1.30			
E 80	WUSA	10/24/12	10/24/12	9 News @ 6p	CM	6-630p	--W----	:30	1	\$2,000.00	P-1	1.50	NM	1	\$2,000.00
				9 News @ 6p											
				9 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,000.00		1.50			
E 81	WUSA	10/24/12	10/24/12	6-7a 9 News @ 6a	CM	6-7a	--W----	:30	1	\$850.00	P-1	1.00	NM	1	\$850.00
				9News @ 6a											
				9 NEWS NOW @ 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$850.00		1.00			
E 82	WUSA	10/24/12	10/24/12	9 News Tonight 7p	CM	7-730p	--W----	:30	1	\$2,500.00	P-1	1.20	NM	1	\$2,500.00
				9 News Tonight 7p											
				9 NEWS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$2,500.00		1.20			
E 83	WUSA	10/24/12	10/24/12	CBS This Morning	CM	7-9a	--W----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
				CBS This Morning											
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.70			
E 84	WUSA	10/24/12	10/24/12	Entertainment Tonight	CM	730-8P	--W----	:30	1	\$3,000.00	P-1	2.10	NM	1	\$3,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$3,000.00		2.10			
E 85	WUSA	10/24/12	10/24/12	9-10a	CM	9-10a	--W----	:30	1	\$400.00	P-1	0.70	NM	1	\$400.00
				Inside Edition/Insider											
				INSIDE EDITION/INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.70			
													Totals	85	\$222,100.00